

Historic, Archive Document

Do not assume content reflects current scientific knowledge, policies, or practices.

1930

AUTUMN EDITION

The Roses of New Castle

A GREAT DEAL MORE FOR A GREAT DEAL LESS

REGISTERED

OCT 16 1930



Giant White Narcissus

Grows in Sand or Gravel or in Soil

This charming winter blooming Narcissus comes in very early and will bloom by Christmas. Sure to grow. Produces in immense numbers lovely clusters of pure white flowers; fragrance like orange blossoms. Does splendidly when planted in sand or gravel, firmly imbedding about half of the bulbs, with balance of bulbs covered with water; also grows in soil like Hyacinths. Grows best in pebbles and water. Several bulbs should be planted together for the best effect. Likes plenty of sunshine. Very popular and beautiful. Strong blooming bulbs, 2, 25c; 4, 50c; 12, \$1.25, ppd.

Heller Bros. Co.

P. J. LYNCH, OWNER

NEW CASTLE, INDIANA

Two Famous "New Castle Roses"

"PRIDE OF NEW CASTLE"

This sensational new, deep crimson bush rose has added further renown to this "Rose City" out of which so many new roses have been given to the world.

It is a strong, vigorous grower, bush type, with extra heavy, large foliage, free from disease of all kinds. It bears its magnificent flowers in most wondrous abundance continuously. The splendid blooms are immense in size, very double, borne on strong stems in profusion throughout the growing season. No other crimson rose can compare with it. The color is an indescribable deep, velvety crimson, without spot or blemish—and does not fade. It is not excelled by any rose in cultivation in fragrance which is delicious. Hardy.

Last winter with us it lived through 27 degrees below zero, unprotected.

PRICES: "Pride of New Castle"; Strong first size plants 50c each; 5 for \$2.00 postpaid. Large two-year-old plants, pot-grown, \$1.50 each, 4 for \$5.00, \$15.00 per dozen by express. If wanted by parcel post add 10c per plant for 2 yr. old. Still larger star size \$1.75 each, 3 for \$5.00 by express. If wanted by prepaid parcel post add 15c per plant for star size.



Pride of New Castle

Famous Jeannette Heller Rose

The One Best Rose for American Gardens

GROWS ANYWHERE--ALWAYS IN BLOOM

SUPERB IN COLOR—The color is indescribable, a beautiful blending of shell-pink in the center shading off to rosy blush and pale yellow; sometimes creamy yellow and pale white or pearl; then again almost pure pink; buds long and pointed and of immense size.

STRONGEST GROWER—This is where the strong root-system and perfect foliage of Jeannette Heller make it invaluable. Has the vigor of an oak.

INSECT-PROOF—No insect ever bothers it. It has massive leather-like foliage that affords no comfort or refuge for insects of any kind.

NEEDS NO PETTING—No matter what kind of soil you plant it in—It grows! All you need to do is to plant it—then cut flowers from it every day from early May until freezing weather.

GROWS WHERE OTHERS FAIL—You may think your soil or situation is not suited to Rose growing. Set aside such misgivings and plant Jeannette. It will grow where weeds grow—in any soil or climate.

PRICES—Strong, first size pot-plants, 30c each; 4 for \$1.00; \$2.50 per doz., postpaid by mail. Large, two-year old pot plants with soil on roots, 90c each; \$9.00 per doz., by express; \$1.00 each, prepaid by parcel post. Star size, pot grown, specimen plants, \$1.25 each, by express, prepaid by parcel post, \$1.40 each; \$12.50 per dozen. **ON OWN ROOTS.**

"This is to thank you for the excellent first size roses you sent me lately. Although they suffered a delay of 20 days in our custom house only one plant perished and I am sorry indeed it was 'Jeannette Heller.'"

I will make your firm known here among rose lovers as you certainly deserve it on account of the sturdy, fine packed and big size plants you ship.

JANUARY 13, 1930—Johan Pernet Gentil, La Guaira, Venezuela, S. A.

Famous "Roses of New Castle"

PLANT THESE HEALTHY ROSES THIS FALL

Fall planting of roses in the open ground is strongly recommended. We were first in this field many years ago. "Roses of New Castle" are the best Roses for late summer and fall planting, Because—

First—Specially prepared, the plants are now growing in large pots or crocks, and have strong, active, fibrous roots, far superior we think to dormant, wild root, Nursery grown rose plants, whose season for planting is brief in the very late fall.

Second—Our roses, being pot grown, quickly become established and by heaping the soil up around them in the late fall, they come into active growth and bloom early the following spring, thereby gaining a year in results.

Third—They can be set out any time, (the earlier the better).

Fourth—The "Roses of New Castle" are free from diseases, which cannot be said of wild root, dormant, budded, Nursery grown roses, which in late years are badly infested with dangerous diseases such as Brown Canker, Cane Canker and other deadly diseases. Both professional and amateur rose growers are turning to Own Root roses because of their freedom from dangerous diseases.

Fifth—As long as any part of the root survives you still have a "Rose of New Castle."

Sixth—Wild root, budded roses throw out wild suckers from the roots and unless pruned out you will soon have nothing but a wild rose.

Seventh—Our roses are the most enduring roses grown. They have a long life increasing in beauty and size and health year after year.

Eighth—Instead of being a burden as wild root roses are the "Roses of New Castle" are a joy.

Ninth—The cost is small. The yield in beauty and value is large.

Tenth—Everybody is planting Own-root roses and the fame of "Roses of New Castle" is world wide because of the permanent satisfaction they give.

HOW TO ORDER—READ

Prices, terms, offers and conditions in this book cancel all previous offers and terms.

TERMS CASH WITH ORDER—Personal Check, Post Office Money Order, Bank Draft, Express Money Order, Registered Letter all may be sent at our risk. Stamps accepted in small amounts only. Orders sent C. O. D. if desired. Just pay the postman or express agent.

ALL ORDERS SHIPPED AS SOON AS STOCK IS READY

—Roses shipped immediately upon receipt of order. Bulbs shipped when received from abroad. Shrubbery shipped when ripened. This is your notice.

WE GUARANTEE safe arrival of all goods. Complaints must be made in ten days after receipt of goods, otherwise will not be entertained. We reserve the right to substitute another variety of equal value if any variety of plant or bulb is not in supply, unless we are instructed to the contrary.

CULTURAL INSTRUCTIONS—Plant deep and firmly. Spade the ground to a depth of about fifteen inches. Ordinary garden soil will grow our roses beautifully. Water thoroughly when setting out. Don't keep plants wet after the first good watering. Don't cover too early. Wait until the ground is frozen a little and then heap soil up around the plants to the extent of 4 to 6 inches. Take some of the soil off gradually in early spring. Roses like ours need no petting and coddling. They grow and bloom.



2-year old plants, soil on roots, wrapped ready for shipment.

Our 1st size Rose plants are strong and sturdy—give great satisfaction.

Our two year old and star size Rose plants grown under our own methods are unsurpassed in size, vigor and blooming capacity. They are the last word in Rose excellence. All plants on own roots—the best for the amateur.

All plants, bulbs etc., are as good as the dealer's reputation, no better.

Read below what a New Castle Bank says.



P. J. Lynch, Owner

Heller Bros. Co. is a trade name. The sole owner of this business is P. J. Lynch

TO WHOM IT MAY CONCERN—Mr. P. J. Lynch, owner of Heller Bros. Co. stands high in the business community and does an extensive nation-wide business. We recommend him as an honorable, upright man, whose guarantee may be relied upon at all times. Citizens State Bank, New Castle, Ind.

Heller Brothers Company, New Castle, Ind.

New Everblooming Garden Roses

Our offerings in new roses embrace exquisite varieties, marvelous in form, color and fragrance. It is impossible to find space to describe them properly. They are essentially garden roses and will do well in any climate; hardy, free blooming and superb in their wondrous beauty. H. T. in description means—Hybrid Tea Class, Hardy and Everblooming. All are bush type except as noted.

David O. Dodd

(H. T.)—New rose of magnificent form and color. Rich, deeply flushed crimson scarlet. Large beautifully shaped buds and enormous double flowers. The great crimson rose. Really gorgeous. (See cut.)

LADY ALICE STANLEY (H. T.)—Color, coral-rose, inside of petals shading to flesh-pink. Very beautiful. Easy to grow.

ROSELANDIA (H. T.)—Dark saffron-yellow of the Ophelia type. Considered an improved Ophelia.

BELL OF PORTUGAL—A fine climbing rose. Blooms are large and a most beautiful shade of soft salmon. Produced singly on long stems.

HEART OF GOLD—Hardy climber. Color crimson with white at base of petals and unusually prominent golden stamens. Rare.

W. FREELAND KENDRICK (H. T.)—Buds medium size; flowers large, globular, very double. Color flesh deepening to peach in center.

JOHN COOK (H. T.)—Color clear pink, reflex petals a lighter shade. Flowers borne in great profusion continuously.

ROYAL RED (H. T.)—A Giant bush rose, flowers of enormous size. Color, scarlet red, with almost black shadings. Sweetly scented; strong stem.

FREEDOM—Strong, hardy, rugged, new white climbing rose. Flowers double, scented, free blooming, on long, strong stems.

COURTNEY PAGE (H. T.)—A great new rose. Magnificent flowers, large, full, double. Intense glowing crimson shaded with velvety sheen. Grand grower. Continuous bloomer.

ETOILE DE HOLLAND (H. T.)—Bright red flowers of medium size. Flowers fairly full and deliciously perfumed.

CITY OF LITTLE ROCK (H. T.)—Beautiful bright pink. Flowers large. Strong vigorous grower and free flowering.

HUGONIS—A rare novelty, known as the "Golden Rose of China." Very unique, blooming once, early in the spring before all other varieties, bearing masses of single yellow flowers. Extremely hardy.

RED COLUMBIA (H. T.)—Same as Columbia except the color is a brilliant scarlet crimson of exquisite shading.

ELSIE BECKWITH (H. T.)—Color a rich glowing rosy pink. Sweetly scented blooms, with large bold stiff petals, produced on long stems. Vigorous, upright grower.

TEMPLAR (H. T.)—Clear, bright red of exceedingly double form. Flowers wonderfully beautiful and highly scented. Vigorous grower.



David O. Dodd

REV. F. PAGE ROBERTS (H. T.)—As to the color it is difficult to describe, copper red going to golden yellow with the outside of petals a reddish tint—a most charming effect. A truly magnificent rose.

Two year old, plants only, \$1.00 each by express; prepaid by parcel post, \$1.25 each.

DUCHESS OF WELLINGTON (H. T.)—Blooms very large, full and perfectly formed with high pointed center. Color a dainty saffron-yellow. Vigorous growth, free flowering.

SENATOR MASCURAUD (H. T.)—Unusually healthy, strong, blooming continuously and very hardy. Exquisite large, deep, double flowers, globular blooms center egg yolk color shading to sulphur yellow. Rare, scarce, beautiful.

Price all roses on this page, except where noted: Strong, first size plants, 35c each, 3 for \$1.00, postpaid. Two year old plants \$1.00 each by express, \$10.00 per dozen; \$1.10 each; \$12.00 per dozen, prepaid parcel post. Star or specimen plants, \$1.25 each by express \$12.00 per doz. \$1.40 each; \$14.00 per doz. prepaid by parcel post. Any 6 at dozen rate.

The roses I bought from you last year are doing fine. Last winter it went to 30 below zero and all my roses froze down to the ground. All your roses came up from the roots and are now in full bloom. Only two of my grafted roses came up at all and they are wild roses. This fall I will order more roses from you. I shall recommend your stock to my garden club.

June 12th, 1930, Mrs. Pearl M. Johnson, Pendleton, Oregon.

"National" Set of Garden Roses

12 HARDY EVERBLOOMING ROSES \$2.75

These magnificent, hardy, everblooming, bush roses may well be called the "National" group. They represent the best garden roses in the world, unsurpassed in hardiness, fine, healthy growth, freedom of bloom, beauty and fragrance of flowers. We sell them as the last word in good roses, such as will do well in all parts of the country. There is no better collection of garden roses than this "National" set. Included in this set is our new, superb, crimson bush rose "Pride of New Castle." This "National" Set of Roses is the answer to your question—"What twelve hardy, everblooming, bush roses do you recommend as the best for my planting?" **We Recommend this "National" Set as the Best.**

PRIDE OF NEW CASTLE—New, deep crimson. Blooms are immense, very double. Perfume delicious and penetrating. Strong vigorous grower.

MME. BUTTERFLY—Bright pink with shades of coral and gold. Very fragrant.

PRINCE E. C. D'ARENBERG—Bright scarlet, shaded maroon. Buds long and pointed. Flowers full and double. A great rose.

DUCHESS OF WELLINGTON—Saffron-yellow opening to deep copper-yellow.

KAISERINE AUGUSTA VICTORIA—Pure white large double flowers. Very hardy.

MRS. AARON WARD—Coppery orange in the bud, golden orange when open. Splendid form, magnificent foliage.

PINK RADIANCE—Radiance roses are the best, hardy, everblooming, garden, bush roses in the world. Pink Radiance is a bright carmine-rose with opal and coppery reflections.

FRANCIS SCOTT KEY—Glowing scarlet, darker shadings, buds long and pointed. Opening full, double.

COLUMBIA—Deep peach pink. Strong grower, almost thornless. Fragrance delicious. Superb garden rose.

RED RADIANCE—Beautiful clear red. Very sturdy. Free blooming.

LADY ALICE STANLEY—New, beautiful pale flesh pink, outside of petals, coral rose.

JEANNETTE HELLER—One of the greatest of all garden bush roses. Exquisite blending of pink, rosy blush and pale yellow. Deep and full. Grows anywhere.

SPECIAL OFFER—One each, strong, vigorous, first size plants, 12 in all, postpaid for \$2.75. The entire set in strong, two-year old plants, \$9.00; the 12 varieties in immense, star size plants, \$12.00 prepaid by parcel post. Please order as the "National Collection."

Superb Hardy Cochet Roses

The Cochet Roses are among the greatest of all hardy everblooming bush, garden Roses. Hardy with protection, thriving vigorously, making strong, sturdy bushes. The flowers are superb. Always in bloom.

PINK MAMAN COCHET—Its large, full and firm buds open into large, perfectly double flowers on long stiff stems. A clear, rich pink changing to silvery rose. Has many rivals but no superiors.

CRIMSON MAMAN COCHET—One of the best hardy Roses of its class and color. Bears immense quantities of deep, velvety crimson Roses of exquisite fragrance.

WHITE MAMAN COCHET—Snowy white, occasionally tinged with pale blush. One of the finest white Roses for open-ground culture.

RED MAMAN COCHET—Produces magnificent flowers, full and double on long, strong stems. Color a warm crimson.

YELLOW MAMAN COCHET—A typical Cochet Rose. A deep, golden yellow. Considered one of the very finest yellow Roses.

PRICE: Strong first-size plants, 25c each, any 5 for \$1.00. \$2.35 per dozen, postpaid. Extra heavy, two-year-old plants, prepaid by parcel post 85c each; \$9.00 per dozen, any 6 for \$4.50. still larger, star size plants, prepaid by parcel post \$1.15 each, \$12.00 per dozen, any 6 for \$6.00.

SPECIAL OFFER—Cochet Roses, One each, 5 in all \$1.00, postpaid; extra strong two-year-old plants, 5 in all \$3.75; still larger, star size, \$5.00 for entire set of 5. All postpaid.

PLEASE ORDER AS THE "COCHET SET"

Received the roses in fine shape. They were so wonderfully fresh as though they had just stepped from the greenhouse. Never saw roses packed so nicely.
Mrs. P. W. H., Jamesport, Missouri

Hardy Everblooming Garden Roses

These are the great hybrid tea bush roses that everybody wants because of the satisfaction they give, everywhere. They bloom continuously from early summer until severe freezing weather; have large, bold, handsome, exquisitely fragrant flowers, in the most gorgeous colors imaginable. Like all roses they are benefited by winter protection. Once planted these great garden roses are practically permanent.

Red Radiance

A Great American Bush Rose

Has no superiors and few equals; identical with the original Radiance (pink) offered elsewhere, except the color is a splendid, even shade of clear red, without a trace of any other color, retaining its vividness after being cut. The vigor of growth, its adaptability to any soil or climate has made this rose outstanding. It does just as well in the far North as in the extreme South. It is one of the twelve best garden roses in the world. Very hardy, withstanding the most severe winters. Especially recommended for its free blooming qualities in all climates.

VICTOR—Strongest growing garden rose we have ever seen. Immense foliage. Deep, rosy pink flowers on long stiff stems. We saw it in California with flowers six inches in diameter—a marvelous sight.

SUNBURST—GIANT YELLOW—Immense buds, long and pointed, full, deep, double flowers, borne continuously. Color coppery yellow, with golden orange and deeper shades. Magnificent bush rose, stands four feet or more in height. Foliage immense. A superb rose.

MRS. AARON WARD—Very distinct, coppery orange in the bud, golden orange when partly developed, and pinkish fawn when fully opened. Splendid in form; always blooming.

RHEA REID—The flowers immense in size, full, deep and double. They are borne in endless profusion on long, stiff erect stems. The color is vivid scarlet-crimson, gorgeous in appearance.

MAD. CAROLINE TESTOUT—Adopted by the State of Oregon as its State Flower. Color is a satiny rose, deepening to clear red in the center.

COLONEL R. S. WILLIAMSON—New and lovely satiny-white with deep blush center. Blooms large, free flowering.



Red Radiance

RICHMOND — Vivid red, exquisitely shaped, immense fragrant flowers are nothing short of gorgeous.

AMERICAN BEAUTY—The fame of American Beauty roses is world wide. The rich glowing crimson flowers, shaded and veined, are immense in size. Very double. Borne on long, stiff stems and the fragrance is that of the old Damask rose. Exquisite and unequalled. Hardy with winter protection.

FRANCIS SCOTT KEY—Color a glowing scarlet and with darker shadings. Buds long and pointed, opening full and double.

GENERAL McARTHUR—Strong, healthy grower. Produces full, double scarlet crimson flowers of exquisite fragrance.

METEOR—Rich velvety crimson, shading very dark in the depths of the petals. Old and rare.

Pink Killarney

Flowers exquisite in form and color; bud long; color deep, brilliant, shell-pink; hardy.

WHITE KILLARNEY—Color is glistening white. Like Pink Killarney, its great charm lies in the beautiful shape of its buds, so distinctive that everyone knows it by its shape.

YELLOW KILLARNEY—Mme. Jenny Gillemot—A brilliant saffron-yellow, opening canary with dark golden shades. Buds long, pointed; flowers large. Hardy and very strong growing. In constant bloom all summer.

Prices of all roses on this page: strong first size plants 30c each, any 4 for \$1.00 postpaid. Large 2 yr. old plants 80c each \$8.00 per doz. by express; 90c each, \$9.00 per doz. prepaid by parcel post. Star or specimen plants \$1.00 each; \$10.00 per doz. by express; \$1.15 each, \$11.50 per doz. prepaid by parcel post. Any 6 at dozen rate.



Pink Killarney

Roses received from you were wonderful. The first year size all bloomed and were lovely. "Sunburst" and "Baby Doll" are hard to beat. Also "Amelia Gude" was lovely.
B. C. S., Chewsville, Maryland

HARDY EVERBLOOMING GARDEN BUSH ROSES—Continued

Kootenay

Flowers immense in size, full and double. A strong, upright grower, bush type. Color creamy white. Always full of buds and blooms. A great rose.

KAISERIN AUGUSTA VICTORIA—A great white, hardy, everblooming rose. Strong sturdy grower; free flowering; most popular of all white roses. Blooms continuously from early spring until late fall; long pointed buds, large, double flowers, glorious in their perfection; borne on long stiff stems; deliciously fragrant; very hardy.

HELENA CAMBIER—Of unusual beauty. Large, double, beautifully formed flowers. The colors vary from salmon rose to coppery rose. Hardy everywhere. Don't overlook this great rose.

JONKHEER J. L. MOCK—Gigantic flowers on erect, stiff stems and a growth that is marvelous in its freedom. Large, heavy foliage; quickly makes a great strong bush. Flowers, enormous, magnificently formed, deep and double, color bright, rich pink, faced with carmine. A wonderful hardy garden rose.

COMMONWEALTH—Buds long and pointed, flower very double, extra large solid deep pink, very fragrant; long, stems. Vigorous, continuous bloomer.

ETOILE DE FRANCE—Strong, upright bushes, beautiful bronze-green foliage, which is not subject to insect attacks, Blooming constantly, producing large, massive, deep, full cup-formed flowers of clear red or velvety crimson.

COURTNEY PAGE—Fine habit of growth. Magnificent flowers. Large, beautifully formed, full, double flowers of intense glowing crimson overlaid with a velvety sheen.

PREMIER—The blooms are immense, buds long, full pointed. Color rich, deep rose-pink, without shadings, which is retained well, except in excessive heat. A profuse bloomer, and the beauty of its blooms is seldom equalled.



Kootenay

MME. EUGENE E. MARLITT—Exceptionally healthy, vigorous and free blooming. Flowers large, very double, rich bright carmine with scarlet tones which do not fade in hottest weather.

RED LETTER DAY—A velvety brilliant glowing scarlet crimson bud opening into cactus-like flower which retains its color, owing to the reflex of the petals being satiny crimson scarlet.

HOOSIER BEAUTY—Exquisitely beautiful, wonderfully strong growing, bushy form, producing its gorgeous flowers in the utmost profusion all the time. Deep, double, immense, gloriously formed with a color seen in no other rose, a superb velvety crimson.

MADAM BUTTERFLY—Exquisitely formed buds of Indian ochre with yellow at the base and those intermediate tones of clear, brilliant shades of coral pink, opening into deep, full flowers. Strong growing, free blooming.



Gruss An Teplitz

Gruss An Teplitz

The Sweetest, Richest Crimson Hybrid Tea Rose

One of the world's twelve best roses. The intense, dazzling color of this rose is found in no other variety. Fiery crimson, shaded with a dark, velvety sheen, totally unlike any other color in the world. Large, handsome, moderately double flowers. Produced in wonderful profusion. The flowers are produced singly, sometimes in clusters, producing a gorgeous effect all summer through. A strong, vigorous grower, actually attaining a height of four to five feet, perfectly hardy everywhere.

NATIONAL EMBLEM—Color unsurpassed—crimson, overlaid with deep, velvety crimson, shading to deeper vermilion edges; buds long and pointed, blooms full, deep and double.

Price of all roses on this page: strong first size, 30c each, any four for \$1.00 postpaid. Large 2 yr. old plants 80c each, \$8.50 per doz. by express; 90c each, \$9.00 per doz., prepaid by parcel post. Star or specimen plants \$1.00 each, \$10.00 per doz. by express; \$1.15 each \$11.50 per doz., prepaid by parcel post. Any 6 at dozen rate.

The beautiful and healthy rose plants arrived in perfect condition. Wish to thank you for your wonderful selection of plants. Most pleased with my order.
E. W., West Bend, Wisconsin

HARDY EVERBLOOMING GARDEN BUSH ROSES—Continued



Pink Radiance

Pink Radiance

Gloriously formed flowers, immense in size, exquisite fragrance, grand foliage, healthy growing, fine color, always in bloom. The color is beautiful—bright carmine-pink. Hardy everywhere with protection; as its name suggests, radiantly beautiful. One of the world's twelve greatest roses.

SILVER COLUMBIA—Magnificent flowers, borne in great profusion. Fragrance is even sweeter than that found in American Beauty. Color a deep silvery pink, deepening towards the center. A remarkably strong grower.

SENSATION—Well named. Heavy, luxuriant foliage; strong growing, magnificently formed flowers of deepest velvety crimson, massive in size.

OPHELIA—Salmon flesh, shaded rose. Buds of unusual beauty, opening full and double. Of strong habit and produces its flowers in great profusion. Very hardy. A very popular rose.

LA CHAMPAGNE—Semi-double, peach colored blooms, slightly shaded darker. A most beautiful and satisfactory rose.

GENERAL McARTHUR—Strong, healthy grower. Produces full, double crimson flowers of exquisite fragrance.

RED GIANT—Bears lovely carmine colored flowers throughout the growing season. Color is new and attractive.

EDEL—Color white with faintest ivory shading toward base. Vigorous and constant bloomer.

MRS. A. R. WADDELL—Rivals in color effects Rev. F. Page Roberts. Beautiful buds, large flowers, very double; rosy scarlet, reverse shaded salmon tints. Strong grower, free blooming. Very beautiful rose.

AMELIA GUDE—Flowers beautiful, of pleasing shade of golden yellow, petals tipped a lighter shade. Free bloomer, good grower. It represents that type of garden rose that has put many of the old favorites into the discard.

CRIMSON QUEEN—Rich bright, velvet crimson. A strong, vigorous, upright grower; flowers large and full. Always in bloom, extremely hardy.

JOHN C. MENSING—Bright pink, shaded golden. Large petals. A rose of extreme brilliancy.

LADY URSULA—Produces well shaped, pale pink blooms continuously throughout the summer.

MATCHLESS—Long pointed buds opening full and double. Color a deep cerise pink, almost red. Intensely fragrant.

PRINCE E. C. d'ARENBERG—A great rose. Bright scarlet, shaded maroon. Buds long and pointed, opening full and double. Magnificent form. A grand grower, with fine foliage. Very hardy.

COLUMBIA—As a garden rose stands without a peer, strong growing, blooming continuously. Almost thornless, throwing out strong blooming stems 4 feet or more in length. Grows vigorously in any climate and in almost any kind of soil. Flowers magnificent, often measuring 6 inches across, full deep and double. Color deep peach pink, glowing and sparkling. Fragrance delicious. Wonderfully strong grower with tremendous root action—the secret of its vigor and blooming capacity. Large heavy foliage free from diseases. A marvelous garden rose.

Miscellaneous Roses

HERMOSA—The favorite of the old-time gardens and just as popular today; blooms in fine clusters; large, very double and fragrant; color beautiful clear rose.

SIR THOMAS LIPTON RUGOSA ROSE—A handsome double Rugosa Rose, with leathery foliage and beautiful snow-white, exceedingly fragrant flowers.

GREEN ROSE—A Curiosity—A most

interesting member of the rose family, grown for its oddity. Flowers are small, pointed, double and of the same color as the foliage.

HENRI MARTIN (Moss)—Rosy-carmine shaded to bright crimson. A most charming large rose with exquisitely mossed buds.

ELIZABETH ROWE (Moss)—This is an old favorite moss rose with its deep pink buds well mossed. A beauty.

Prices of all roses on this page: strong, first size 30c each, any four for \$1.00 postpaid. Large 2 yr. old plants 80c each, \$8.00 per doz. by express; 90c each; \$9.00 per doz. prepaid by parcel post. Star or specimen plants at \$1.00 each; \$10.00 per doz. by express; \$1.15 each; \$11.50 per dozen, prepaid by parcel post. Any 6 at dozen rate.

Free Blooming Climbing Roses

These are the best of all constant blooming climbing roses. Noted for the exquisite beauty of their flowers. Including Teas, Hybrid Teas, Polyanthus, etc. Where the winters are not so severe they are perfectly hardy, but some protection is desirable. Strong growing, bearing large flowers, like the choicest bush roses, they bloom all summer through.

Climbing Columbia

Foliage deep glossy green immune from disease and insects. Hardy in any location. Blooms with the greatest freedom the entire season. Buds and blooms of immense size often measuring six inches in diameter, of perfect formation, borne singly on long shoots. Clear and imperial pink.

CLIMBING GRUSS AN TEPLITZ—An exact counterpart of the bush rose Gruss an Teplitz, but a vigorous climber attaining a height of 10 to 15 feet in a single season. Each bloom is produced singly on long stems. Blooms continuously. One of the greatest everblooming climbing roses, hardy, everywhere.

MARECHAL NIEL—The famous old favorite which grows so luxuriantly in the South. Buds and flowers superb; extra large very double, and deliciously perfumed. Deep golden yellow. In the North should have very careful protection during the winter.

MRS. ROBERT PEARY—(Climbing Kaiserin Augusta)—Strong grower. Lovely white flowers are magnificent, buds long and pointed.

CLIMBING CECILE BRUNNER—Color rosy pink, rich creamy white ground. Needs protection.

CLIMBING WHITE MAMAN COCHET—Exquisite white flowers borne in great profusion. Absolutely hardy, except in the extreme North. Strong vigorous grower. Strong canes 15 to 20 feet long in a single season.

CLIMBING PINK KILLARNEY—Immense, long pointed buds with massive petals, flowers of enormous size; color deep pink, deliciously fragrant.

CLIMBING PINK MAMAN COCHET—An exact climbing counterpart of the bush variety. As free blooming as the Cochet. Hardy anywhere with protection. Superb pink flowers.

THE CHEROKEE ROSE—The bushes bear large pure white roses in great profusion. Moderately hardy.

CLIMBING SUNBURST—Orange copper and golden yellow flowers of large size and perfectly formed handsome buds. Strong grower. Profuse bloomer.

FORTUNE'S DOUBLE YELLOW—Bronzed yellow or coppery and fawn color. (Beauty of Glazenwood).

CLIMBING HELEN GOULD—Climbing type of the beautiful Helen Gould. Immense flowers, full and double, constantly produced. Warm watermelon-red. A superior rose.

CLIMBING METEOR—A sport from Meteor, famous for its magnificent flowers. True climbing habit, attaining a height of 10 to 15 feet in a single season. Dark velvety crimson.

CLIMBING RHEA REID—Same as Rhea Reid except of a strong climbing habit, bearing rich, deep crimson flowers constantly throughout the growing season.

CLIMBING CLOTHILDE SOUPERT—One of the best, bearing immense clusters of flowers constantly. Ivory white shaded in center silvery pink flowers. Not excelled by any climber. Hardy.



Climbing Columbia

Hardy Hybrid Perpetual

This class is noted for its extreme hardiness. Especially adapted to northern climates. Known as the old-fashioned "June Rose." Large flowers. Deliciously fragrant.

FRAU KARL DRUSCHKI—The best hardy, snow-white rose now known. Tremendously strong grower. Hardy anywhere; immense, glorious flower, snow white in color.

GLOIRE LYONNAISE—Flowers large and full; color white, base of petals canary. Tea scent.

PRINCE CAMILLE DE ROHAN—Deep velvety crimson-maroon, full and of good form.

HIS MAJESTY—Color deep, dark crimson, shaded deep vermilion-crimson towards the edges.

GENERAL JACQUEMINOT—Known everywhere as the famous "Jack" rose; crimson scarlet, very fragrant, large, full.

CAPTAIN CHRISTY—Delicate peach-blown pink. Deeper center. Large, full.

J. B. CLARK—An intense deep scarlet rose, shaded blackish crimson, color like the sheen of a plum.

ANNE de DIESBACH (Glory of Paris)—Lovely brilliant carmine, long, pointed buds.

PAUL NEYRON—The flowers are immense; probably the largest and finest Rose; bright, shining pink, clear and beautiful, very double and full.

MAGNA CHARTA—Bright pink, large, double flowers, suffused with carmine.

Price of all roses on this page: Strong, first size plants, 25c each; any 5 for \$1.00, postpaid; strong two-year old plants, 80c each, \$8.00 per doz., assorted, by express; prepaid by parcel post 90c each. Star size or specimen plants at \$1.00 each, by express, or prepaid by parcel post, \$1.15 each. Any 6 at dozen rate.

"The rose bushes received from you were very fine, and they have started to grow splendidly."
Mrs. W. K., Nassau, Bahamas, B. W. I

Heller's Hardy Climbing Roses

These are the Roses so necessary for the home, giving it, no matter how humble or pretentious, a touch of beauty not to be had by any other form of adornment. They also have a most useful side, in that they give most delightful and refreshing shade when used on the porch or pergola. They are used very extensively in covering unsightly spots in the ground, for screening buildings. Are especially recommended for trailing down over embankments and for cemetery planting; not subject to insect attack. Can be grown as single specimens. Hardy everywhere.

Paul's Scarlet Climber

Vivid scarlet shaded slightly crimson, but almost a flaming scarlet, a most pleasing and striking color. Makes a brilliant display for a long time in the garden. The petals do not fade like many climbing Roses, but retain their bright color, and remains in bloom for from two to four weeks.

BIRDIE BLYE—One of the freest blooming hardy climbers. Bushes here bloom five and six times each season. Perfectly hardy everywhere. Good strong grower. Foliage bright glossy green and free from insects or disease. Blooms full and double. Color a bright carmine, changing to bright satiny rose, very fragrant. This is a really great rose.

SILVER MOON—Blooms very large, four or more inches in diameter, pure white, good substance, beautifully cupped, forming a clematis like flower.

MARY LOVETT—Has been termed the White Dr. Van Fleet. Hardy as an oak, a good grower, splendid for cemetery planting or wherever an absolutely hardy, white climbing rose is wanted.

AMERICAN PILLAR—Of extremely vigorous habit of growth, the bushes being clothed in lively green from earliest spring until late in the fall. It has a profusion of bright pink, semi-double flowers in clusters which are followed by large clusters of attractive red berries.

JACOTTE—Color deep coppery yellow, tinted coppery red, borne several together on long stems. Very fragrant.

MARY WALLACE—Large, semi-double flowers, 4 inches across; color clear rose pink with salmon at base of petals. Hardy everywhere.

EUGENE JACQUET—Immense trusses of fragrant cherry-red flowers in the greatest profusion.

EMILY GRAY—A new yellow. Glossy foliage, buds long, flowers golden yellow, semi-double. Needs protection north of Washington, D. C.

ALBERIC BARBIER—Entirely free from insect attacks; heavy waxy foliage. The beautiful yellow flowers are unusually double, sometimes singly, sometimes in clusters.

CHRISTINE WRIGHT—Large, thick, leathery foliage. Flowers 4 inches in diameter; color bright, clear pink; almost double, borne in large clusters.

EXCELSA—The flowers are very double, produced in immense trusses of thirty to forty flowers to each truss. Color intense crimson—new and distinct. One of the great hardy climbing roses. Hardy as an oak. Lasts a lifetime. A gorgeous sight when in bloom.

VIOLETTE—Rather large flowers of deep reddish violet borne in big trusses on a strong slender-caned plant.



Paul's Scarlet Climber

WHITE DOROTHY PERKINS—A very rampant grower. Flowers are brilliant glistening white, produced in great trusses.

GARDENIA (Hardy Marechal Niel)—Very fragrant; creamy yellow.

TAUSENSCHON OR THOUSAND BEAUTIES—One of the most beautiful climbing Roses. Colors, delicate balsam to bright rose and carmine.

DOROTHY PERKINS—A brilliant pink rambler Rose, flowers in large clusters, prettily crinkled petals.

KEYSTONE—Perfectly hardy everywhere, blooms in wonderful profusion. The open flower of Keystone is perfectly double, with buds beautifully formed. It is a deep lemon-yellow Rose.

AUNT HARRIET—In full bloom, it is amazingly fine with its masses of dazzling scarlet-crimson roses loading every branch. The bright effect is intensified by the pure white centers and brilliant golden anthers.

BESS LOVETT—Flowers clear bright red, good size, double, cupped form. Fragrant.

DR. W. VAN FLEET—A splendid hardy rose, large flowers about 4 inches across, full and cup shaped; color flesh pink deepening to rosy-flesh in center.

CLIMBING AMERICAN BEAUTY—A real American Beauty of a climbing habit. Sturdy as an oak. Glowing red.

Price of all roses on this page 25c each, any 5 for \$1.00 postpaid; strong two year old plants 75c each; \$7.50 per dozen by Express; 85c each prepaid by Parcel Post. Star size, \$1.00 each by Express; \$1.15 Prepaid by Parcel Post; any 6 at dozen rate.

The roses and perennials reached me in splendid condition. I am delighted with the stock which you shipped.
L. B. S., Aberdeen, S. Dakota

Heller's Everblooming Tea Roses

Lady Hillington

The color is one almost beyond description, apricot-yellow, shaded to orange on the outer edge of the petals, becoming deeper and more intense toward the center of the bloom. Buds are produced on long, strong wiry stems, well above the foliage giving a slender and graceful effect. A strong, hearty, healthy grower.

MARIE GUILLOT—The Queen of White Roses. The color is pure white, sometimes faintly tinged pale yellow. The flowers are beautifully made, very large, full and double; the buds are very pretty, of sweet fragrance.

ALEXANDER HILL GRAY—Deep lemon-yellow, deepening as the flower expands, does not fade in the open ground. Buds and blooms of perfect formation produced in greatest abundance throughout the entire season. Splendid foliage. Seldom diseased. Strong grower and hardy.

ETOILE DE LYON—Magnificent golden yellow. One of the hardiest. Strong healthy grower, bearing large flowers with astonishing freedom. Shape of the flowers is superb. This and Alexander Hill Gray are the two great Yellow Tea roses.

MAD. FRANCISCA KRUGER—The flowers are very large, well filled; salmon, deeply shaded coppery yellow. Always in bloom.

CORNELIA COOK—The flowers are borne in great profusion and are very desirable. The color is pure creamy white, tinged with lemon and blush.

THE BRIDE—The buds and flowers are unusually large, well formed and deliciously perfumed, color pure white. Strong, healthy growth, and a profuse bloomer.

MRS. B. R. CANT—Exceedingly hardy, producing in marvelous profusion deep crimson pink flowers with silvery rose center, perfectly double, delightfully fragrant.

BRIDESMAID—This variety is valuable for cutting and does finely in the open ground. A fine, clear, dark pink.

PERLE DES JARDINS—The color is a clear golden-yellow, of a beautiful shade; the flowers are large, full, of globular form, with great depth and substance, richly perfumed.

Baby Rambler Roses

WHITE BABY RAMBLER—(Catherine Zeimet)—Pure white flowers borne in immense clusters.

Mlle. CECILE BRUNNER—Rosy pink on rich creamy white ground, a great bloomer.

MARIE EDITH CAVELL—The best, bright crimson with white eye; enormous clusters; dwarf in growth.



Lady Hillington

GRUSS AN AACHEN—Looks like a Hybrid Tea. Low growing and sturdy, fine, large foliage. Practically insect proof. Color yellowish rose with salmon pink and rose shadings.

GEO. ELGER—Produces great quantities of little buds of golden yellow, opening into miniature symmetrical Roses. Grand grower, blooming all summer.

BABY DOLL—Flowers are miniature in size but perfect in form and cover the bush, making a magnificent show in the open ground. Tips of petals vivid scarlet, then mellowing down into deep old gold.

ELLEN POULSON—Dark brilliant pink.

CLOTHILDE SOUPERT—A strong dwarf grower producing clusters of double flowers of ivory white, shading toward the center to silvery rose.

IDEAL—Produces enormous heads of blooms of intense deep lustrous garnet color. Never out of bloom.

THE LOVELY ANNY MULLER—Flowers shiny, brilliant pink, produced in the greatest profusion in large clusters.

RED BABY RAMBLER—Beautiful clusters of bright red flowers. Splendid grower.

BABY TAUSENDSCHON—Flowers white, delicately flushed pink, changing to rosy-carmine.

Price of all roses on this page: Strong first size 30c each, any four for \$1.00 postpaid. Large 2 yr. old plants 80c each, \$8.00 per doz. By express 90c each, \$9.00 per doz. prepaid by parcel post. Star or specimen plants \$1.00 each \$10.00 per doz. by express; \$1.15 each \$11.50 per doz., prepaid by parcel post. Any 6 at dozen rate.



Alexander Hill Gray

Great "Trial Collection" \$1

8 STRONG, HARDY EVERBLOOMING ROSE PLANTS

Enormous production alone makes this marvelous offer possible. Order this Collection and you will be richly repaid. The TRIAL COLLECTION—8 sturdy plants \$1.00 postpaid, includes the world-famous Baby Doll Rose, our own Rose, exquisite and lovely. Has all the colors of the rainbow. Never out of bloom. Grows only 15 inches high. Also Alexander Hill Gray, great, hardy, yellow everblooming bush Rose. Every variety a prize winner, a thing of beauty. THE SELECTION IS ALWAYS OURS.

Grand "Surprise Collection"

6 Magnificent Two-Year-Old Roses for \$3.25 Postpaid

We carry an immense Rose stock and rather than carry over odd lots, we offer this great collection, two-year old plants, all high grade Roses in every particular, at a special wholesale price. You are apt to have in this collection rare Rose novelties, but THE SELECTION IS OURS but plants ARE LABELED. We are selling them below the cost of production. Don't miss this great Bargain offer.

SPECIAL OFFER—6 splendid two-year old Rose plants, finest varieties of Roses in the world, no two alike, labeled, OUR SELECTION, but including "Pink Radiance," the dazzling pink garden Rose; "Jeannette Heller," the one best everblooming Rose in the world, and the others equally desirable; soil on the roots, delivered anywhere in the U. S. A., safe arrival guaranteed, for \$3.25 prepaid by parcel post.

PLEASE ORDER AS THE "SURPRISE COLLECTION" AND YOU'LL GET THE SURPRISE OF YOUR LIFE

"Favorite Collection" \$1.00

8 Hardy Climbing Roses, Postpaid, \$1.00

Hardy Climbing Roses have become immensely popular. Once planted they last a life time. For trellises, arbors or verandas they make a beautiful sight, producing thousands of flowers. All hardy, growing bigger and better year after year. Good for hedges. Can be trimmed for single specimens to any size. Read testimonial below in "Trial Offer."

SPECIAL OFFER

For \$1.00 we send 8 strong sturdy, climbing Rose plants, best varieties, all labeled, our selection. 8 of them for \$1.00, postpaid.

Please order as "The Favorite Collection."

"Gentlemen—Late in August 1928 I purchased two "TRIAL COLLECTIONS." The unusually severe winter killed out many well established trees. However EXCELSA, CHRISTINE WRIGHT, AMERICAN PILLAR, TAUSENDSCHON, BIRDIE BLYE and BABY DOLL wintered over and are in bloom as I write (June). Although only first size plants they outbloom many of my grafted roses for which I paid \$2.50 each. Although they arrived in the hottest month, August, they were so excellently packed that none even wilted upon being set out. **Nothing You Say in Your Catalog is Exaggerated**"—Mr. M. Z., Monticello, Wisconsin.

Magnificent Chrysanthemums

Chrysanthemums are among the most popular of all flowers for the garden. They may be termed practically hardy, as they withstand the severest winters. Flowers magnificent in form and size. They bloom in Autumn when all other flowers are gone. The following are the best large-flowering or exhibition varieties.

White Frost. Beautiful white, ball shaped.

Yellow Frost. Light yellow, straight petals.

Roman Gold. Superb yellow, early.

C. C. Pollworth. Choice early yellow.

Major Bonnafon. Golden yellow, ball shaped.

Golden Glory. Shining gold, full and big.

Quaker Maid. Large glistening white.

Gold Lode. Golden yellow.

Oconto. Pure white large blooms.

Smith's Enchantress. Bright rose. Very early.

Silver Sheen. Beautiful, large white.

Golden Chadwick. Handsome yellow. Incurved.

Charles Rager. Early. Pure white.

Harvard. Late, dark velvety crimson.

Unaka. Grand, lavender-pink. Incurved petals.

Pacific Supreme. Fine large pink.



Chrysanthemum, Chas. Rager

Hardy Pompons

Entirely hardy, producing hundreds of miniature flowers. Very showy. Continue blooming even after heavy snows. They last for years. Our collection includes the very best in Pompon Mums. **Sunshine.** Crowded sprays of intense yellow.

Christmas Gold. Bright golden yellow.

Uvalda. Very early. Pure white.

Mrs. Buckingham. Single rosy pink, yellow center. Large flowers, long stems.

Diana. Pure white. Large and double.

Miramar. A fine bronze, incurved petals.

New York. Handsome golden bronze.

Red Doty. Brilliant red.

Lillian Doty. Incurved soft pink.

Godfrey. Late, light pink.

Holda Canning. Brilliant bronze.

Klondyke. Brilliant yellow.

Price of all Chrysanthemums above, strong plants 15c each, any 4 for 50c \$1.50 per dozen assorted, postpaid.

"Pompon" Set of "Mums"

Klondike. Gorgeous bronze-yellow.

Golden Feather. Beautiful yellow.

Mrs. Buckingham. Single rosy pink.

Diana. The best pure white.

L. Doty. Shell pink.

SPECIAL OFFER—One each of the above five Pompon "Mums" for 50c prepaid.

Please Order as "Pompon Set"

"Supreme Collection" "Mums", Eight Magnificent Varieties 75c

Harvard. Magnificent deep crimson.

Mrs. Buckingham. Single, rosy pink.

Diana. The best pure white; late.

Yellow Bonaffon. Beautiful in form; bright yellow, standard of its color.

Chas. Rager. Large, incurved, white.

Unaka. Grand incurved, beautiful lavender-pink.

Golden Glory. Bright golden yellow, immense, perfect flowers.

Pacific Supreme. Pink, large.

SPECIAL OFFER—One each of the eight magnificent "Mums" described above, prepaid, for 75c.

Order as "Supreme Collection"

New Castle Phlox and Carnations



New Castle Carnations

German Iris

Iris or Fleur-de-lis is one of the most beautiful, hardy garden plants. These handsome beautifully colored and marked flowers rival in beauty the most showy Orchids. They require very little care, remaining in the ground from year to year, increasing in size and beauty.

- CAPRICE**—Cerise, deeper falls, early.
CATERINA—Standards light blue, falls lilac; very large; very tall.
CRIMSON KING—Rich claret purple.
DR. BERNICE—Standards coppery bronze falls rich velvety crimson. Extra.
HONORABILIS—Golden yellow and crimson brown.
MADAME CHEREAU—White frilled edges beautifully penciled violet-blue.
QUEEN OF MAY—Lilac pink, large; midseason. Beautifully tall growing variety.
SPECIOSA—Lavender purple and reddish purple.
SHERWIN WRIGHT—Fine bright yellow.
WALHALLA—Standards light violet, falls deep purple.

Price of all Iris: Strong plants, 20c each; 3 for 50c; set of 10 varieties above, \$1.50 postpaid.

Hardy Phlox

These are most satisfactory, for once planted they are permanent. Require little or no protection; free from disease and insects. Immense heads, bloom of the most delicate colors, produced in continuous profusion.

- | | |
|-------------------------------------|--------------------------------------|
| R. P. Struthers —Salmon. | Champs Elysee —Purple. |
| Rosenberg — Purple, red eye. | Europa —White, red eye. |
| Ferdinand Cortez —Red. | Athis —Salmon. |
| Rhinstrom —Pink. | Rhinelander —Salmon, red eye. |
| Pantheon —Salmon rose. | Terre Neuva —Lavender. |
| | Mrs. Jenkins —White. |

Prices Hardy Phlox: Strong, vigorous, field-grown plants, the only reliable kind for immediate effect, 30c each; 4 for \$1.00; \$2.90 per dozen, postpaid. One each, 10 Phlox above, \$2.35, postpaid.

Carnations Winter Blooming

Carnations with their lovely clove-scented flowers, are as easily grown as Geraniums. Instead of paying the high prices demanded for the blooms in the winter, grow your own—you can have an abundance of blooms. Plant in rich, well-drained soil, and give the plants a moderate amount of water and sunlight. A cooler temperature at night of about 50 to 55 degrees will be beneficial.

AVIATOR — Best standard crimson.

MRS. C. W. WARD—Deep pink, fragrant.

PINK ENCHANTRESS — Large, deep pink.

MATCHLESS—Clear white. Highly scented.

RADIUM—Beautiful red, fine large bloom.

GOLDEN GLOW—Fine bright yellow.

BETTY LOU—A great new immense pink.

HILDA—New deep solid pink.

MULTIFLORA—Soft glowing pink, very large.

ARCTIC—Fine white, large flowering.

HARVESTER—Pure white, free flowering.

IVORY—Beautiful creamy white.

CHEERFUL — Deep pink, large flowers.

Price strong field plants, 30c each; any 4 for \$1.00; \$2.75 per dozen postpaid.



Hardy Phlox



Beautiful "New Castle" Fern

Heller's Choice Geraniums

Easy to grow, lasting indefinitely, always blooming, both indoors and in the open ground there is nothing to take the place of Geraniums. Our list includes the finest varieties in cultivation. Fine for winter blooming.

A. BROWN—Magnificent rosy crimson;
FRAU PERKINS — Beautiful cerise pink, white center.

MME. BARNEY—Famous double pink of a lively shade: exquisite.

LA FAVORITE—Double, pure white. The leader.

ALPHONSE RICARD—Double, bright vermilion.

JEAN VIAUD—Double, bright, clear shade of mauve-rose, shading to a clear white throat.

S. A. NUTT—Double, dark red. Free bloomer.

SCARLET BEDDER—Scarlet.

IMPROVED POITEVINE — Salmon pink.

RED BARNEY—Red; strong grower.

SWEET SCENTED— Delicious rose scented.

AMERICAN BEAUTY—Beautiful crimson.

Price all Geraniums, extra large, thrifty plants, for immediate effect, 20c each, 6 for \$1.00, \$2.00 per dozen, in one or assorted varieties, postpaid.

SPECIAL OFFER

One each of the 12 Geraniums above in extra large, thrifty plants, \$1.75 postpaid.

American Wonder Lemon

Pure white flowers, as large as tuberosa blooms, fragrant as orange blossoms. Large fruit, full of rich juice. Plant in ordinary soil, in a pot or tub, will bear each season a fine crop of superb Lemons. Large plants 50c each, postpaid.

Decorative Ferns

There is a charm about the Fern for home and adornment hard to equal with any other plant, with its long sprays of fresh, lively green, handsome foliage. Require little care; last indefinitely.

Boston Fern—Long, broad fronds, drooping gracefully and forming an immense plant.

Whitmanii — This is a condensed form of the "Ostrich Plume Fern," with valuable characteristics added which are not evident in the parent.

Teddy, Jr.—New dwarf Fern. Fronds are broad and beautifully tapered, drooping just enough to make a graceful plant.

Roosevelt—New with fronds beautifully frilled and waved.

Scotti—Dwarf growing, compact. Broad petals, strong upright plants.

Price of all Ferns: Strong shapely plants, 25c each, any 5 for \$1.00, postpaid, larger size, 4 and 5 in. pot-plant, 75c each by mail, postpaid.

Asparagus Sprengeri. For pots, vases or hanging baskets. The long, slender branches droop most gracefully, clothed with feathery emerald green fronds. 25c each; 5 for \$1.00 postpaid.

Asparagus Plumosus. Foliage resembles the finest lace. Elegant for cutting. 25c each; 5 for \$1.00, postpaid.

Hardy Climbing Vines

Clematis Paniculata—The flowers are pure white and are borne in great clusters of bloom, fairly covering the plants. It begins to bloom late in August the first year. Hardy in all sections. Strong 1-year plants 25c each. Strong plants, 25c each, postpaid.

Ampelopsis Veitchii—(Boston or Japanese Ivy). It covers buildings and walls with a perfect mat of dark green, leathery foliage, which changes to brilliant crimson as fall approaches. Clings to either tree or wood. Fine plants, 25c each; 5 for \$1.00, postpaid.

English Ivy—A splendid evergreen climber, with dark glossy green leaves; clings firmly to stone, brick or wood walls without trellis or support. 25c each; 5 for \$1.00 postpaid.

Otaheite Orange

A dwarf reproduction of the genuine fruit bearing orange tree, the flowers being identical. It flowers and fruits in pots and blooms continuously. Fragrance is delicious. Fruit measures 3 in. in diameter and is edible. Strong 35c each; 3 for \$1.00 postpaid.

Last year we bought some roses of you and we were highly pleased.
Rev. A. H. P., Lima, Ohio



Calla Lily



Aquilegia



Coreopsis

Lilium Regale

Truly a regal beauty. The flowers are white, slightly suffused with pink, with a beautiful shade of canary-yellow at the center, blending out part way up the trumpet. The fragrance is delightful, similar to the jasmine. A splendid hardy Lily for the garden, flowering about July 1. The easiest Lily to grow. Price two year field grown bulbs. 35c each; 3 for \$1.00, \$3.00 per dozen postpaid.

Calla Lilies

Grand Winter-blooming pot plants. Easy to grow, free bloomers and superb flowers. Good at all seasons. Everblooming Calla Godfrey (Dwarf). In bloom all the time. Price 25c each, 5 for \$1.00 postpaid.

LILY OF THE NILE—The old favorite White Calla. Grand white flowers. To aid profuse blooming, keep dormant from the middle of June until the last of August; repot in good, rich soil, using 6 to 8-inch pots; give water, light and heat in abundance. Price; Strong pot plants 25c each, 5 for \$1.00 postpaid.

BELLADONNA LILY—Amaryllis Belladonna—Bears splendid clusters of soft, rosy-pink, flowers as large as Bermuda lilies on stout leafless stems one and one half to three feet high with a delicate fragrance. Extra large bulbs, 6 to 12 inches in circumference, 50c each; 3 for \$1.25, postpaid.

Hardy Perennials

COREOPSIS—A gem among hardy plants. It begins to flower in June and continues in bloom more or less throughout the season. Flowers are of a golden yellow. Graceful form and invaluable for cutting. Succeeds in any position.

FORGET-ME-NOT—Beautiful small blue flowers; useful in a shady spot or for rock gardens.

EVERLASTING PEA—One of the most desirable climbing plants, producing clusters of large deep rosy pink flowers all summer.

SWEET WILLIAM—For many years the Sweet William (Dianthus Barbatus) has been considered one of our finest, hardy, garden plants, being of easy culture, thriving in any good garden soil and lasting for years.

RUDBECKIA (Golden Glow)—Grows six to eight feet high, bearing exquisite, double flowers of golden yellow on long, graceful stems.

SHASTA DAISIES—These are universally popular for outdoor planting and considering their many good qualities there is no cause for surprise to see them planted so extensively. The flowers are of the purest, glistening white, of enormous size and produced on long stiff wiry stems, which make them excellent for cutting purposes.

CLOVE (Pinks)—All colors. Their clove fragrance perfect form and rich coloring make them great favorites for edgings, walks, drives and rock gardens.

HOLLYHOCKS—Double, mixed colors.

AQUILEGIA (Columbine)—As a cut flower the Long Spurred Columbines are the daintiest of all outdoor grown flowers. They are a most important part of every hardy garden. Mixed colors.

ORIENTAL POPPY—Brilliant crimson-scarlet. Black blotches at base of petals. Beautiful and showy.

Price of all Hardy Perennials on this page, extra strong, well rooted two-year field grown plants for immediate blooming, 30c each, any 4 for \$1.00; \$2.75 per dozen postpaid.

Magnificent Peonies

The Peony is without question the most glorious flower in the garden. Once Peonies are planted they last for a lifetime. They stand the severest winters without the slightest protection. Even when not in bloom the Peony is decorative in the extreme and worthy of a prominent place in the garden.

SELECT LIST OF PEONIES

We offer only the cream of the many hundred varieties. Don't buy the cheap kinds. They don't produce the blooms. Ready for immediate delivery.

Edulis Superba. Very early. Immense in size; color clear, silvery pink. A giant Peony, full and double.

American Beauty. Immense, brilliant crimson. Nothing to equal it.

Duchess D'Orleans. Dark carmine.

Queen Victoria. Best white. Charlemagne. Lilac; white, slight blush center. Double.

Modeste Guerin. Deep rose. Double.

Francois Ortegat. Deep crimson.

Canary. Double White, primrose center.

Nobilissima. Dark violet-red. Beautiful.

Festiva Maxima. White, red in center.

Duchess de Nemours. Sulphur-white, changing to pure white. Double. Early.

Candidissima. Creamy-white, with sulphur yellow center.

Rosea Elegans. Soft rose-pink. Large, full, double.

Price all Peonies, in large two and three eye roots, 85c each, \$9.50 per doz. postpaid, assorted if desired.



Everblooming Hydrangea

Everblooming Hydrangea

Constantly in bloom from early in June until frost. All summer long it bears great clusters of white flowers, much like the tender Hydrangea in size and form; it will grow to perfection in partial shade, making it most valuable for massing under trees or growing on north side of house. Handsome bright green foliage. Hardy everywhere.

Hibiscus

MEEHAN'S MARVEL MALLOW — Large flowering plants which make a bush like growth from 4 to 5 feet high and 2 to 3 feet across. The flowers are enormous in size, frequently 8-10 inches in diameter. Mixed colors—pink, red or white.

Hydrangea Paniculata

Attains a height of 5 to 7 feet; hardy. Blooms in July and August, and continues in bloom for two or three months; the flowers are massive, cone shaped, often measuring 10 inches in length, changing from original pure white to pink and finally to rich coppery-red.

Price of all shrubs offered on this page: except where noted. First size, field-grown plants, 50c each; \$5.50 per dozen. Two year old plants 85c each, \$9.50 per dozen, all postpaid.

STIM-U-PLANT TABLETS

An excellent, odorless, highly concentrated plant food, tablet form for all kinds of pot plants during the winter. Will increase growth and heighten color. These can be used in tablet form or dissolved in water. Complete directions with every package. Price, small size, 25c; 100 tablets for 75c; 1000 for \$3.50, postpaid.



TYRIAN PLANT SPRINKLER

is essential to success with plants. With it you can quickly sprinkle them. It will keep the foliage fresh and healthy. Throws a spray "just like rain." Postpaid, 90c each.

SULPHO-TOBACCO SOAP

For sure, easy and immediate extermination of all insect life on plants, trees and animals, Sulpho-Tobacco Soap is a matchless preparation. It dissolves readily in water, and may be applied with a Tyrian Sprinkler. Price, 3 oz., cake, 15c; 8 oz. cake, 30c, postpaid.

SPECIAL OFFER

The "Tyrian" Sprinkler and a 3 oz. package of Sulpho-Tobacco Soap for \$1.00, postpaid.

Roses were five weeks on the way out here. They came through in good shape and only 5 out of 37 have not started as yet. F. H. H., Cameroun, W. Africa

Hyacinths

The favorite spring-blooming flower is the Hyacinth, with its gigantic spikes of bell-like flowers, its exquisite coloring and rich fragrance.

Our growers in Holland recommend our list of varieties, and color mixtures as absolutely the best of all known kinds. They are truly magnificent in gorgeous beauty. For bedding, outdoors, for forcing in pots, or for growing in glasses they are without peer. All large first class blooming bulbs. Delivery about October 15th.

CULTURE OF HYACINTHS

Outdoors—Follow the same general directions as for Tulips, but plant the bulbs any time in the fall before the ground freezes, covering them with 4 inches of soil and setting them 6 to 7 inches apart. An inch of sand under each bulb will be a great benefit.

Indoors—Pot the bulbs singly in 5 or 6 inch pots, or three bulbs in a 7 inch pot. Mix the soil with sand and set the bulbs so that one-third of it is above the surface. Give them weak manure-water when the flower spikes appear.

In Glasses—Set the bulb so that it just touches the water. Set away in a cool, dark cellar, until the glass is full of roots, then bring to the light and heat. Change the water every three or four days.

PRICE NAMED HYACINTHS

25c each; any 5 for \$1.15; \$2.50 per dozen, postpaid.

MIXED HYACINTHS

In following separate colors

Pure White and Blush	} \$2.00 per doz. postpaid
Red and Rose	
Blue and Purple shades	
Yellow Shades	
All Colors Mixed	

Orders for 6 of a kind filled at dozen rates.



Hyacinth, King of the Blues

Blue and Purple Shades

Grand Maitre—Deep lavender blue; extra large and well filled spikes.

King of the Blues—Deep purplish blue; close spike. Most remarkable.

Queen of the Blues—Exquisite azure blue; Handsome with flowers of immense size.

Red and Rose Shades

Lady Derby—One of the finest pink Hyacinths; bright light pink.

La Victoire—Beautiful clear dark red; best of its color.

Gertrude—Bright rosy red; excellent spike; very distinct and striking.

Yellow Shades

Yellow Hammer—Considered the best pure golden-yellow by far; fine spike and bells; a beautiful flower.

White Shades

L'Innocence—Pure white; large. This is the earliest of the whites.



Giant Persian Cyclamen

Giant Persian Cyclamen

The most decorative of all pot plants. The foliage is dark olive-green, variegated with silver and rose. The fairy-like flowers are carried on long stems, produced for several successive months. The plants grow on for years, producing more and more flowers as they increase in age and size. The flowers, which are of odd form embrace every delightful shade of color. We offer medium size, 3-inch pot plants at 35c each; 3 for \$1.00; larger plants, 50c each, all postpaid.

I am more than pleased to state the "Jeannette Heller" Rose merits the claims you put forth.

J. A. B., Walnut Hill, Ill.

Heller's Giant Darwin Tulips

Well named the Giant Tulip. Coming into bloom after other varieties are gone, by planting these one may have a continuation of bloom for several weeks. They produce giant bowl-shaped flowers on tall stems from 2 to 3 feet high. The brilliancy and variety of coloring is beyond description. The most beautiful of all Tulips. Excellent for cutting. Plant liberally of them, they are so inexpensive. We offer the choicest of all varieties. Planting instructions opposite page. Delivery about Oct. 15th. Magnificent extra-large bulbs, 10c each; \$1.00 per doz., by mail, prepaid.

BARON DE LA TONNAYE—Carmine-rose pink, fading to soft pink.

PRIDE OF HAARLEM—Brilliant deep salmon, shaded with scarlet.

GRETCHEN (Margaret)—Large-flowering; outside soft blush-rose.

KATE GREENWAY—Big flower of white, suffused lilac.

HARRY VEITCH—Dark brown-red. Very large and beautiful.

THE SULTAN—Large flower of maroon-black.

GLOW—Scarlet; a strong, lasting flower.

DREAM—Lilac; large attractive blooms.

EUROPE—Bright rosy-red; white center.

CLARA BUTT—Soft salmon-pink, tinged blush.

PSYCHE—Bright rose. (5).

YELLOW DARWIN—Pure buttercup yellow.

SPECIAL MIXTURE of unnamed varieties, including a wide diversity of shades. 75c per doz.; \$6.00 per 100, postpaid.

SPECIAL OFFER F-16—One each of twelve Heller's Giant Darwin Tulips, \$1.00.



Darwin Tulips



Parrot Tulips

Parrot Tulips

Have the most distinct shapes and markings of any; the striking beautiful colors range through shades of golden yellow, green, crimson-striped, deep crimson, yellow, etc.

Fine large bulbs, sure to bloom. 10c each; \$1.00 per doz., prepaid.

BELLE JAUNE—Pure yellow.

CAFE BRUN—Coffee color, yellow.

CONSTANTINOPEL—Handsome red.

MARKGRAAF VON BADEN—Red and orange.

FEU BRILLIANT—Glossy crimson.

MONSTRE ROUE—Deep crimson.

PERFECTA—Yellow and red.

SUPERFINE MIXTURE—All colors.

8c each; 80c per doz., postpaid.

SPECIAL OFFER F-17

Set of 7 Parrot Tulips, one of each, postpaid for 65c.

May Flowering Tulips

(Cottage Garden)

Good sound bulbs, of the largest size; 10c each; \$1.00 per doz., postpaid.

Blooming late, after all others are done. Flowers borne on long, stiff stems, ideal for cutting.

BOUTON D'OR—Golden yellow with black anthers; long stems.

ISABELLA—Beautiful rose pink, slightly shaded white.

ELEGANCE RED—Bright red. Splendid.

LA MERVEILLE—Large, orange red flowers with yellow centers.

GOLDEN CROWN—Yellow slightly edged with red. Fine for cutting and forcing.

PARISIAN YELLOW—Clear golden.

SPECIAL OFFER F-18

Set of 9 May-Flowering Tulips 85c 6 of each, 60c in all, \$5.00, postpaid

Breeder Tulips

Recently these have come into great demand and are the most sought after varieties today. In no other strains do we find such wonderful deep tints, ranging between maroon, purple and terra cotta. They produce enormous flowers on tall stems like the Darwins and bloom about the same time. 10c each, \$1.00 per dozen, postpaid.

ASPASIA—Red shaded salmon.

CLIO—Soft creamy chamois.

CARDINAL MANNING—Dark rosy violet.

JAUNE d'OEUF—Soft yellow and ruddy apricot.

MARIA LOUISE—Rose flushed with yellow.

MEDEA—Salmon-carmine. One of the largest.

I cannot praise your roses too highly. Today I gathered an enormous bouquet from them. They are beautiful.

Mrs. J. G. M., Oklahoma City, Oklahoma

Heller's Quality Tulips

The dazzling beauty of the Tulip family has no equal. No such brilliancy in colors will be found in any other flower. When arranged in masses in the gardens, on the lawns or grown indoors in pots or boxes. Tulips are the most satisfactory of all flowering bulbs. They are so inexpensive you can plant plenty of them. In early spring their gorgeous flowers come almost before the last snows are gone. Perfectly hardy everywhere.

Plant about 4 inches deep and 4 inches apart. For pot culture plant in pots or boxes about 3 inches deep. Put away in a dark, cool place for three weeks or more, then bring to the sunlight and treat the same as other plants.

There are no better varieties, no better qualities than those we offer. All guaranteed to bloom, bulbs of first size. Plant plenty of them. Tulips delivered about October 1st.

Single Early Tulips

Extra strong, guaranteed bulbs, 10c each; \$1.00 per doz. (except where otherwise noted); \$6.00 per 100 postpaid.

BELLE ALLIANCE—Rich, glowing scarlet.

CHRYSOLORA—Rich, golden yellow.

COTTAGE MAID—White, edged with rose. 15c each, \$1.50 per dozen.

POTTEBAKER—Brilliant scarlet.

QUEEN OF THE NETHERLANDS—Beautiful globular form, color a soft rose, flushed white.

YELLOW PRINCE—Bright yellow; sweet-scented.

KEIZERKROON—Crimson-scarlet flowers which are edged with yellow.

Mixed Early Single Tulips

In the following separate colors; Scarlet, White, Yellow or Pink, 75c per dozen; \$5.00 per 100. All colors mixed, 65c per doz.; \$4.00 per 100, 6 at dozen rates. All postpaid.

Early Double Tulips

Magnificent bulbs, 10c each \$1.00 per doz.; \$8.00 per 100, in one or assorted varieties, by mail, prepaid.

TITAN—Brown and yellow.

MA COUSINE—Violet and white.

GLORIA SOLIS—Deep crimson, bordered with a broad gold band.

BOULE DE NEIGE—Grand pure snow white.

MURILLO—Beautiful light rose.

REX RUBRORUM—Finest deep scarlet.

SALVATOR ROSA—Grandest of all pink Tulips, flamed white; magnificent.

LA MATADOR—Rich glowing scarlet.

TOURNESOL RED AND YELLOW—Red edged yellow.

TOURNESOL YELLOW—Handsome orange-yellow.

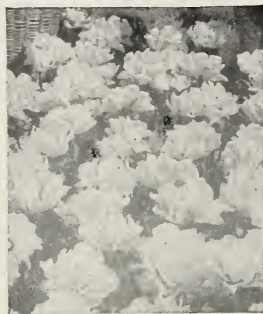
COURONNE d'OR—Best golden yellow.



Single Tulip Keizerkroon



Single Tulip



Double Boule de Neige

Mixed Early Double Tulips

In Separate Colors, Scarlet, White, Yellow or Pink, 75c per doz.; \$6.00 per 100; and All Colors Mixed, 65c per dozen; \$4.50 per 100, all postpaid.

SPECIAL OFFER F-15

Set of 11 Early Named Tulips above for 90c; six of each, 66 in all, \$6.00, postpaid.

HELLER BROTHERS CO. ROSE SPECIALISTS

NEW CASTLE ROSE CO. NEW CASTLE, IND.

—P. J. LYNCH, OWNER—

Read Carefully When goods are sent by Express, purchaser pays the charges unless otherwise agreed. Make all remittances payable to HELLER BROTHERS COMPANY, New Castle, Indiana, by Post Office or Express Order. Personal Check, Bank Draft or Registered Letter at our risk. Stamps accepted for small amounts. Orders sent C. O. D. if you prefer. Just pay Postman or Express man.

Please Write Plainly Use this sheet for order only. If a letter is necessary, use a separate sheet of paper, and enclose a stamped, addressed envelope or post card for a prompt reply.

Send by.....When to Ship..... Amount Enclosed
(State if wanted by Parcel Post or Express) \$ -----

Name DON'T FAIL TO ORDER
Postoffice "GREAT TRIAL COLLECTION"
Street, P. O. Box
or Rural Delivery

Express Office (If different from P. O.)

CountyState

NOTICE—In the absence of specific instructions when to ship, goods will be sent at once.

Quantity	Names of Roses, Plants or Bulbs Wanted	Size	Dollars	Cents

Quantity	Names of Roses, Plants or Bulbs Wanted	Size	Dollars	Cents
----------	----------------------------------------	------	---------	-------

Amount brought forward				

DESIRABLE PLANTS FREE!

You may select FREE any One of these desirable plants, provided your order amounts to \$3.00. If your order amounts to \$4.00 you may select any TWO of these plants or if order amounts to \$5.00 or more you may select any FOUR. These splendid plants are absolutely free but you must make your own selection and ask for them.

- Jeannette Heller**, beautiful, fancy garden bush rose.
- Alexander Hill Gray**, one of the greatest yellow roses.
- Harvard Chrysanthemum**, Glowing crimson.
- Calla, Lily of the Nile**, grand white flowers.
- Keystone**, fine yellow climbing rose.

Please write here the names and addresses of friends who would like free copies of this book, "Roses of New Castle."

Name Address.....

Name Address.....

Name Address.....

Early Blooming Crocus

The first to bloom in the Spring. Lasts for years. Hardy. 35c per doz.; \$2.50 per 100, postpaid, except where noted.

DAVID RIZZIO—Magnificent dark purple.

LORD BYRON—Superb blue.

QUEEN VICTORIA—Splendid pure white.

CLOTH OF GOLD—Golden orange suffused brown. 50c per doz., postpaid.

CLOTH OF SILVER—Color is beautifully silver-shaded. 50c per doz., postpaid.

SAFFRON—Violet colored, variously striped. 50c per doz. postpaid.

VERSICOLOR—Shades of purple to white, veined purple. 50c per doz., postpaid.

SIR WALTER SCOTT—Striped, very distinct.

PURPUREA GRANDIFLORA—Blue. Extra large.

MONSTER YELLOW—Very large bulbs producing great profusion of bloom. 50c per doz.; \$4.00, per 100, postpaid.

ALL COLOES MIXED—Different varieties. 35c per doz., \$3.00 per 100, postpaid.



Crocus



Narcissus

Narcissus or Daffodils

These are the earliest of the spring flowers. Entirely hardy. Plant in rich soil about 4 inches deep. Splendid for indoor culture.

Price of Narcissus, 20c each; 4 for 75c; \$2.00 per doz., postpaid.

GOLDEN SPUR—Large, spreading, full, deep, rich yellow perianth and trumpet. Early.

Winter Blooming Oxalis

The variety of Oxalis we offer at this season is entirely suitable for winter blooming under pot culture, hanging baskets, flowering continuously.

Price 6 for 25c; 40c per doz., postpaid.

NEW WINTER-BLOOMING OXALIS—Mixed colors, rose-pink, lavender, and yellow.

New Castle Freesias

The most interesting of all winter-blooming bulbs growing well in ordinary soil, and one of the best kinds for growing in the house. When cut, the flowers last three weeks in water and fill the house with most exquisite perfume. Plant them early. Order them as soon as you receive this book.

NEW FREESIA, PURITY—Color pure white, lower petals touched with yellow. Extra large, selected bulbs 30c doz. postpaid.

COLORED FREESIAS—Rainbow Mixture—6 for 45c; 80c doz. postpaid.

Free Blooming Fuchsias

We strongly recommend this flower for ease of culture, varied colors, profusion of bloom. Suitable alike for winter blooming or for growing outdoors either in beds or in pots or boxes as you like. The bright flowers are borne in large drooping clusters, very large and graceful. Many beautiful colors with different shadings. Mixed varieties only. Price, strong blooming plants, 25c each; 5 for \$1.00, postpaid.



Freesias

"Jeannette Heller" Collection

10 Wonderful
Roses Postpaid
for \$2.00

Here are 10 unsurpassed, garden, bush roses. Have everything good roses should have—hardiness, splendid health, gorgeous, fragrant flowers. Bloom continuously this and every year. A beautiful and varied collection representing every shade and color. All are hardy.

JEANNETTE HELLER—

One of the greatest of all garden roses. Exquisite blending of pink and cream, very double, magnificently formed. Grows anywhere.

BABY DOLL—Produces hundreds of miniature blooms in profusion all the time. Never out of

bloom. Tips of petals vivid crimson. Base of petals beautiful shades of pink, saffron, yellow and deep gold. A most unique rose.

ELSIE BECKWITH—New, rich glowing rosy pink. Large stiff petals. Sweetly scented.

GRUSS AN TEPLITZ—Fiery crimson, shaded a dark, velvety sheen. Strong, vigorous grower. Perfectly hardy.

HELENA CAMBIER—Large double, beautifully formed flowers of salmon rose to coppery rose shades. A great rose.

KOOTENAY—New, creamy white. An improved Kaiserine Augusta Victoria. Blooms full and double. A profuse bloomer.

LADY HILLINGDON—Apricot-yellow, shaded to orange on the outer edge of petals. Strong, healthy grower.

PINK RADIANCE—A beautiful bright carmine-rose with opal and coppery reflections. Radiantly beautiful.

TEMPLAR—Clear bright red. Flowers double and globular. Highly scented. Continuous bloomer.

WHITE KILLARNEY—Glistening white. Buds long and flowers immense in size.



Famous Jeannette Heller Rose

SPECIAL OFFER

One each, strong first-size plants, 10 superb Roses above, postpaid, for \$2.00. Complete set, strong two-year-old plants, 10 in all, \$7.50, prepaid by parcel post. The 10 varieties in lusty, star size plants, \$10.00, all prepaid by parcel post. Order as "JEANNETTE HELLER" Collection.

"I am happy to say that with the exception of two out of some fifty odd, one-year old roses you sent me last fall, all stood the most severe winter we have had in ten years, and are doing nicely. We had three severe snows this winter, and you will be pleased to know that your roses endured it all, and are now coming out finely. If they bloom as they have lived, it will be a great pleasure to join others in their praise.—Jim C. Smith, Birmingham, Alabama. Feb. 19, 1930.

HELLER BROS. COMPANY,
New Castle, Indiana, U. S. A.